



SLOTS

CASH PRIZES ALL DAY LONG

IT ONLY TAKES A SPIN TO WIN!

€4,000,000 TOTAL PRIZE POOL



DROPS & WINS – SUMMARY

SLOTS

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- Weeks 13-16
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OVERVIEW

Drops and Wins 2021 have a bigger prize pool than ever before - **€/£4,000,000** fully paid by Pragmatic Play in cash prizes including multiplier prizes.

- Runs from 11th February 2021 to 17th November 2021
- Cash prizes of €/£ 4,000,000 in total:
 - €/£ 250,000 monthly for weeks 1-16
 - €/£ 500,000 monthly for weeks 17-40
- Auto and manual pay-out of prizes available
- Available in all countries apart from Portugal, Sweden and Italy*



* Different exclusion may be applied during the Network Promotion Term

TOOLS AND MECHANICS

TOOLS

TOURNAMENTS

- Prizes distributed based on tournament criteria: Highest single spin win amount (adjusted to bet value)
- Weekly Prize pool

PRIZE DROP

- Randomly generated prize drops
- Daily Prize pool

MECHANICS

REGULAR

- Fixed value cash prizes
- Minimum bet requirement: €0.50 or currency equivalent

MULTIPLIER

- Prizes are in form of multiplier of winning bet
- No minimum bet

PROVEN BENEFITS

- The largest prize pool ever fully sponsored by a game provider
- Increase player return without affecting cost
- Increase game performance
- Optimise player engagement and retention
- Boost revenue and add value
- Maximize success with proven results
- Increase game performance without affecting the game RTP

STATISTICS

This data is based on all players taking part in the Drops and Wins promotion between July 2020 – January 2021 on a sample of 4 participating games*.



57% Average bet increase

114% Growth of turnover

41% Increase in wagering bets

92% Average spins increase

*Mustang Gold™, Sweet Bonanza™, John Hunter Scarab Queen™, John Hunter and the Book of Tut™

PROMOTION COMMITMENT

From **Pragmatic Play**:

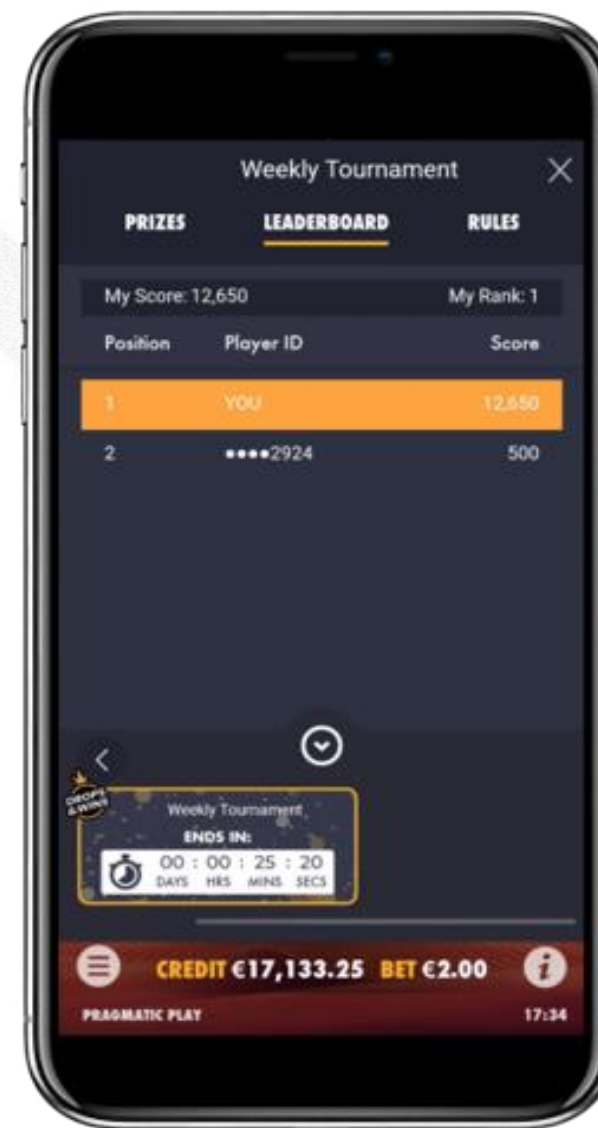
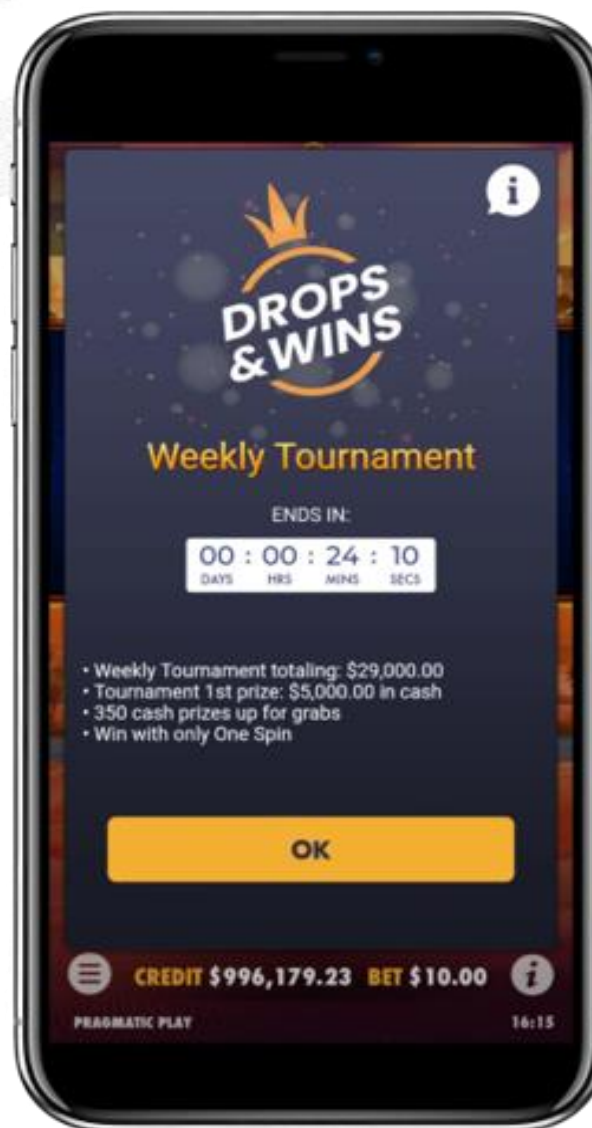
- Full deduction of Cash Prizes
- Winners list sent once each promotion ends
- Provide Full Terms and Conditions
- Provide all marketing assets (available in Client Hub)
- Create marketing assets on brand request
- All features and campaigns will be set up and monitored by us

From **Operator**:

- Drops and Wins section/category in the casino lobby
- Drops and Wins Banner in the promotion lobby
- Drops and Wins logo on thumbnails of the participating games
- Monthly newsletter to players

IN GAME UI/UX

- Easy to navigate in game client
- Mobile friendly
- Real time updated leaderboard and prize list
- Innovative UI



MARKETING GUIDELINES

- Drops and Wins name can not be changed or modified other than the examples below on any of the promotional materials.

Standalone:

- Drops & Wins = Yes
- Drops and Wins = Yes
- Drops & Wins – Cash prizes all day long – It only takes a spin to win! = Yes
- Daily Drops & Wins = No
- Pragmatic Play runs Daily Drops & Wins – Cash prizes all day long – ~~It only takes a spin to win!~~ = No

Within text:

- Pragmatic Play runs daily Drops and Wins = Yes
- Pragmatic Play runs Drops & Wins = Yes
- Pragmatic Play runs Drops & Wins – Cash prizes all day long – It only takes a spin to win! = Yes
- Pragmatic Play runs daily Drops & Wins = Yes
- Pragmatic Play runs Daily Drops & Wins = No
- Pragmatic Play runs Daily Drops and Wins = No
- Pragmatic Play runs Daily Drops & Wins – ~~Cash prizes all day long~~ – It only takes a spin to win! = No

MARKETING MATERIALS

All marketing materials can be found in the [Client Hub](#):

- Drops & Wins main branded promo banner
- Drops & Wins Euros themed promo banner
- Drops & Wins Slots and Live Casino main and Euros themed promo banners
- Drops & Wins branded game thumbnails
 - Participating games will be available one month in advance for each stage
- Drops & Wins and prize multiplier logos
- Drops & Wins T&Cs



MARKETING MATERIALS

MAIN BRANDED BANNER

DROPS & WINS

DROPS & WINS SLOTS

PRAGMATIC PLAY

NEW MASSIVE PRIZE POOL

**CASH PRIZES ALL DAY LONG
IT ONLY TAKES A SPIN TO WIN!**

€/£ 500,000 PER MONTH

X PRIZE MULTIPLIER

3RD JUNE 2021 – 17TH NOVEMBER 2021



MARKETING MATERIALS

MAIN COMBINED BRANDED BANNER

DROPS & WINS
SLOTS AND LIVE CASINO
CASH PRIZES ALL DAY LONG
€/£ 1,000,000 PER MONTH
3RD JUNE 2021 – 17TH NOVEMBER 2021
DISCLAIMER: * COMBINED MONTHLY PRIZE POOL CONSIST OF €/£ 500,000 SLOT PRIZE POOL AND €/£ 500,000 LIVE CASINO PRIZE POOL.

PRAGMATIC PLAY
X PRIZE MULTIPLIER

MARKETING MATERIALS

EUROS THEMED BANNER



- This banner can be used for Drops and Wins Slots during the Euros period.

DROPS & WINS
SLOTS
NEW MASSIVE PRIZE POOL
CASH PRIZES ALL DAY LONG
IT ONLY TAKES A SPIN TO WIN!

€/£ **500,000** **PER MONTH**

3RD JUNE 2021 – 17TH NOVEMBER 2021

PRAGMATIC PLAY

X PRIZE MULTIPLIER

The banner features a central purple and gold design with two large silver trophies. On the left, a Viking character with a beard and a red cape stands next to three dogs (a pug, a bulldog, and a beagle). On the right, a cowboy character in a brown jacket and hat holds a gold coin. The background is a dark, glowing field with a green grassy foreground.

MARKETING MATERIALS

EUROS THEMED COMBINED BANNER

- This banner can be used for Drops and Wins during the Euros period.
- This banner combines Drops and Wins Slots and Drops and Wins Live Casino monthly budget.



DROPS & WINS
SLOTS AND LIVE CASINO

CASH PRIZES ALL DAY LONG

€/£ **1,000,000** PER MONTH

3RD JUNE 2021 – 17TH NOVEMBER 2021

PRAGMATIC PLAY

PRIZE MULTIPLIER

DISCLAIMER: * COMBINED MONTHLY PRIZE POOL CONSIST OF €/£ 500,000 SLOT PRIZE POOL AND €/£ 500,000 LIVE CASINO PRIZE POOL.

MARKETING MATERIALS

LOGOS

- Drops and Wins logos used on promotional banner cannot be modified in color, shape and font other than examples below.



SCHEDULE (WEEKS 13-16)



- Runs from Thursday 6th May to Wednesday 2nd June 2021 23:59 CEST.
- Each tournament runs for seven (7) days from Thursday to Wednesday with daily Prize Drops in parallel.
- NO minimum bet requirement.

Participating games: Wolf Gold™, Mustang Gold™, Sweet Bonanza™, John Hunter and the Tomb of the Scarab Queen™, Great Rhino Megaways™, John Hunter and the Book of Tut™, The Dog House™, The Dog House Megaways™, Joker's Jewels™, Chilli Heat™, Fruit Party™, Big Bass Bonanza™, Madame Destiny Megaways™, Gems Bonanza™, Wild Wild Riches™, The Hand of Midas™, Wild West Gold™, Gates of Olympus™, Congo Cash™, Fishin' Reels™, Power of Thor Megaways™, Floating Dragon™, Wild Booster™, Hot Fiesta™, Buffalo King Megaways™.

EXPECTED WEEKLY TOURNAMENTS (MULTIPLIER)

- Expected Prize pool: € / £ 31,000 in total across 550 cash prizes
- Criteria: highest single spin win amount (adjusted to bet value).

RANK	PRIZES WEEKLY
1	5,000X
2	3,000X
3	2,000X
4 to 5	1,000X
6 to 10	500X
11 to 20	200X
21 to 50	100X
51 to 150	50X
151 to 400	20X
401 to 550	10X

EXPECTED DAILY PRIZE DROPS (MULTIPLIER)

- Expected Prize pool: € / £ 4,500 daily across 100 cash prizes
- Expected weekly total of € / £ 31,500.

QUANTITY	PRIZES DAILY
1	1,000X
2	500X
5	100X
12	50X
60	20X
20	10X

SCHEDULE (WEEKS 17-20)

- Runs from Thursday 3rd June 00:01 CET to Wednesday 30th June 2021 23:59 CEST.
- Each tournament runs for seven (7) days from Thursday to Wednesday with daily Prize Drops in parallel.
- Minimum bet requirement: €0.50 or currency equivalent.

Participating games: Wolf Gold™, Mustang Gold™, Sweet Bonanza™, John Hunter and the Tomb of the Scarab Queen™, Great Rhino Megaways™, John Hunter and the Book of Tut™, The Dog House™, The Dog House Megaways™, Joker's Jewels™, Chilli Heat™, Fruit Party™, Big Bass Bonanza™, Madame Destiny Megaways™, Gems Bonanza™, Wild Wild Riches™, The Hand of Midas™, Wild West Gold™, Gates of Olympus™, Fishin' Reel™, Power of Thor Megaways™, Buffalo King Megaways™, Amazing Money Machine™, Phoenix Forge™, Cash Elevator™, The Magic Cauldron - Enchanted Brew™.

WEEKLY TOURNAMENTS (REGULAR):

- Prize pool: € / £ 62,000 in total across 1,200 cash prizes.
- Criteria: highest single spin win amount (adjusted to bet value).

RANK	WEEKLY PRIZES
1.	€ / £ 10,000
2.	€ / £ 5,000
3.	€ / £ 2,000
4- 10.	€ / £ 1,000
11-20.	€ / £ 500
21-50.	€ / £ 200
51-100.	€ / £ 100
101-300.	€ / £ 50
301-600.	€ / £ 20
601-1200	€ / £ 10

DAILY PRIZE DROPS (REGULAR)

- Prize pool: € / £ 9,000 daily across 500 cash prizes.
- Weekly total cost of € / £ 63,000.

Quantity	Daily Prizes
1.	€ / £ 1,000
2.	€ / £ 500
5.	€ / £ 100
12.	€ / £ 50
110.	€ / £ 20
370.	€ / £ 10



Join us for Drops and Wins to boost the player
game experience!

THANK YOU!

